

10c. A COPY.

MAY

\$1.00 A YEAR.

LIBRARY OF CONGRESS
RECEIVED
AUG 27 903



A MONTHLY MAGAZINE FOR THE RETAILER

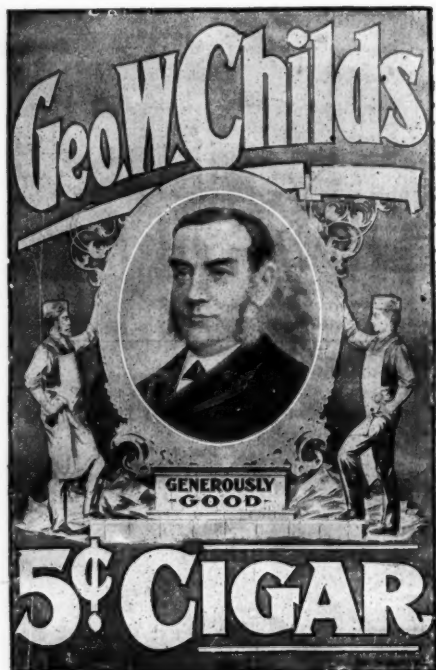


INTERIOR VIEW OF THE HOLE IN THE WALL, 5 ANN ST., N. Y.

[Flash Light Photograph.]



THE LARGEST SELLING
BRAND OF 5c. CIGARS IN
THE UNITED STATES.



39,152,000
Cigars Sold During 1898.

METROPOLITAN TOBACCO CO.,

DISTRIEUTORS FOR
GREATER NEW YORK.

THE CIGAR STORE

TABLE OF CONTENTS FOR MAY, 1899

	Page.
National Retail Tobacconists' Association (Illustrated), . . .	35
Jacobs Gang, The	37
Cigar Makers in Havana,	38
Cuban Tobacco, The Future of	40
Window Dressing Department (Illustrated),	42
Independent Tobacco Jobbers' Association,	43
Col. M. C. Wetmore's Speech,	44
Facts and Figures, A Few	47
Absorbed by the Trust—Reynolds Tobacco Co.,	48
Hole in the Wall, The (Illustrated),	49
Personal Puffs,	49
Jobber's Price List,	49
Chats With New York Retailers,	52
With Local Manufacturers (Illustrated),	54-58
Ways and Means Cigars,	60
Brooklyn Retailers,	62
Editorials :	
Our Position—Retailers' Association—Druggists Selling Cigars—Proposed Trust Competitor,	48
Correspondence :	
Havana, Happenings In	38
Tampa Topics,	41
St. Louis Scintillations,	44
Cleveland Chroniclings,	45
Chicago Chatterings,	46
San Francisco Siftings,	50
Minneapolis Musings,	51
Key West Knick Knacks,	55
Philadelphia Pencillings,	55
Cincinnati Criticisms,	56

Please remember we shall always be glad to publish communications and letters from Retailers, Jobbers and Manufacturers throughout the country on matters of interest to the Man Behind the Counter.

THE CIGAR STORE PUBLISHING CO.,

Telephone, 3707 Cortlandt.


50 Times Building, New York.

Just What You Want...

**3000 Gummed Labels and
The Cigar Store, one year \$2**



We Will Give You...

- 3 3000 Gummed Labels, with your name, business, address, etc., neatly printed thereon, with a year's subscription
- 3 to THE CIGAR STORE, for only \$2.00. The labels alone would cost you more, while THE CIGAR STORE,
- 3 a Monthly Magazine for the Retailer,—handsomely illustrated and printed on fine paper, containing timely
- 3 articles, trade talks, correspondence, and items on the trade generally, especially adapted to the needs of the
- 3 man behind the counter; also "Window Dressing Department," with illustrations of up-to-date windows and
- 3 what you want to know about making your window attractive and increasing your sales—is exactly what
- 3 you want, and will help you in many ways. 

A. SCHULTE,
Cigars and Tobacco
39 Park Row,
NEW YORK.

EXACT SIZE.

There are a thousand ways you can use these little business-getters in advertising your business and keeping your name continually before smokers generally. "Out of sight is out of mind," unless you stick 'em on boxes of cigars, packages of tobacco, cigarettes, boxes of matches, etc., and then they simply cannot forget you. Put 'em on everything.

Our Label Printing Department turns 'em out by the millions, and we will furnish labels to subscribers at rock-bottom prices. Three thousand is not enough for you? Well, we will give you

6,000 Gummed Labels, with a year's Subscription, for \$3.00
9,000 Gummed Labels, with a year's Subscription, for 4.00
12,000 Gummed Labels, with a year's Subscription, for 5.00

Cash to accompany all orders.

Tell us what you want on your labels (the less reading matter it contains the better it will look), and send in your order to-day, enclosing money or express order. Please write plainly, giving full address. Labels will reach you by mail in about two weeks; impossible to promise 'em sooner.

10c. A COPY.
\$1.00 A YEAR.

THE CIGAR STORE...
50 Times Building, New York.

Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. I.

NEW YORK, MAY 1899.

No. 2

National Retail Tobacconists' Association.

THE Retail Tobacconists of the United States do not seem to fully realize their exact position or strength, while if they will weigh the matter carefully they will see that they have practically a monopoly in their own hands, and all they need to demonstrate the

not view the matter from a proper standpoint. What do we mean? We're glad to explain fully and define our exact position, and want every retailer to read carefully and ponder well.

The time is now ripe for prompt and united action on the part of



HYMAN BASCH'S CIGAR STORE, 1399 BROADWAY, N. Y.

fact is system and proper organization. The man behind the counter is the man who does the business, and he can do a more profitable and satisfactory business if he will; but the main difficulty seems to lay with himself, for, as a general rule, he stands in his own light and does

retailers, and THE CIGAR STORE will gladly lend its aid in organizing and perfecting an Association of Retailers, which we suggest be known as The National Retail Tobacconists' Association, with a local Association in every city, town and village throughout the entire coun-

try, the object being to promote good fellowship, aid, protect, enlighten and advance the general welfare and interests of retailers.

You should read every word of the following strong letter from Hyman Basch, one of New York's oldest and best known retailers. It is full of common sense, and contains many good points. It concerns you directly, so read it carefully and thoroughly:

NEW YORK, April 27, 1900.

Editor THE CIGAR STORE,
New York City.

Dear Sir:

I write with pleasure the issue which your paper is about to pursue, and I wish you great success in your undertaking. If you fulfil all you promise I have no doubt that in a short time your paper will not only be the leading paper in the cigar trade, but will be recognized throughout the business world, and that you will have well-earned the name of "the cigar man's friend." This is my sentiment, and it should meet with the approval of every man who makes a living in the cigar and tobacco trade. In this connection, permit me to make a few remarks:

For twenty or more years I have been connected with the cigar business, and in the last fifteen years I have observed what little profit there is in it. When we look back ten years in our line—when we had dealings with the individual manufacturer—was there not always a few cents to be made in what we then called little extras? and the burden then did not fall altogether on the retailer. It was then a pleasure to introduce a new article; to-day we feel indifferent to pushing new goods. Why? Because it does not pay us to keep them; because it is made and put on the market as a staple article, and as such the price is cut and dried. You must sell it for just so much, and the small margin, if any, is all that is left for you to divide with your landlord. Our scale of profits go down, and our expenses go up. Now, shall such an injustice be nursed along by our trade, so that in the future they will not be able to pay their expenses?

And now I must say to you, gentlemen in our line, that you yourselves are partly at fault for this condition of things. Why? Because you have allowed staple articles the right of way and thereby allowed the manufacturers to become what they are to-day; and again they deserve all they have obtained. Why? Have they not worked together for their own interests at all times—and can you blame them? They should have a right to unite if their interests are best protected by that means, and I say that every person should have the same right to increase his business if he can, so that we can make a living.

As I said before, they have worked together for the past ten years for the interest of themselves as manufacturers, until they saw fit to make a combined effort to come together as one body, nor did they come to you and ask you whether or not it was for your interest if they came together. No, and why not? Because they considered their own interests for their own good, and we can but admit they are right in looking after their own welfare. And again, they as manufacturers are a distinct body from the retailers. Take a leaf from their book and do likewise. And now I wish to say that this one point has been established, and you have a right to be benefitted by it, and that is to say when the manufacturers say "we thought best to combine for our interests," can you expect them to tell you what you have to do for your own good? No, that would be more than you

could expect, and their experience is a lesson whereby we should profit. Having established this point beyond a doubt, I say it is for us retailers to decide whether we shall come together or remain in strife and discord, which not alone does harm to ourselves but does injury to the manufacturers. Jealousy among ourselves should be banished, and only in this way can we have a mutual agreement that will benefit not only you but everybody connected with this line, and I have reasons for saying so. We should come together for general good and not for any local benefit, and thus it would harm nobody and do us a great deal of good. If your friends, the readers, permit me, I will mention a few reasons why we would better our conditions. First, cigars and tobaccos are sold to-day in places where they ought not to be, by those who do business in a different line with cigars only as a side line. Can it be right in the mind of the public to have cigars sold where meat and jewelry, butter, shoes and fish are sold? To-day you stand alone; were we united, say 25,000 cigar stores here, then it would be for our interests to ask the Legislature to pass a law making a license \$100 per year for every storekeeper who sells cigars. Would you think this was a great issue to carry; but no, it is not, for some of the smaller stores say that you cannot afford to carry \$100, because you do not do the business to pay that amount. And they would be right in saying so; but again this is to help you—business. It may be bad on you at first, but it would help you in the future.

Can any of you cigar storekeepers tell me, wherever your place may be, if there are not, beside your own store, and perhaps another cigar store on the block, half-a-dozen businesses of different nature entirely who also sell cigars? If it is not a barber shop it is a candy shop or a fruit store, dry goods or saloon. There is not one block in this city that a cigar storekeeper has not got to contend with this evil. Is it not so? Now if they had to pay \$100 for a license where they sell this amount in a year, who should be the proper party on the block to sell cigars—the cigar store man or the barber shop? Of course the cigar man, who makes a living in cigars only. Now, gentlemen, if there are 3 or 4 such stores prevented by a license from selling cigars, would you not sell four times what you do now? Is not this reasonable to believe that when you pay a license it is a protection to you? If other trades would follow this same plan and have their own line of business licensed to protect themselves, then the city treasurer would derive some \$50,000,000 a year for such licenses. Then you would ask "what would the city do with this money?" I say let it apply to taxes on real estate, which would compel landlords to reduce rents, and you would get the benefit of it by having your store at less than before. Would not the workman, who saves \$3 a month on his house rent be glad to spend it again? That \$100 would come back to you three times a year; in fact, it is a good investment for every business man in all lines of business, and would put money into circulation. This is only one reason why we should come together.

Another good point I wish to slip in, which can do us no harm, is that if all retailers of cigars and cigarettes would form an association for the good of all, could they not buy or build a factory on an incorporated plan, and make a cigarette to be sold for 5c, that would outdo any other brand, and would not all of you be willing to subscribe for stock when you yourself profit by it, a— you would practically be selling your own goods. Is this not another good point?

Now, I wish to say, make THE CIGAR STORE your instrument, and use it for the purpose which you have a right to do—an object which inspires our cause. Use the magazine to bring out your ideas; it will benefit your brother tradesmen. You have a right to speak, and speak on this only. Use words that will do you good and nobody harm so that our cause will grow in sentiment in the heart of every man working until you will be

strong enough to send your representative into a hall where we will meet each other for the good of our trade.

Very respectfully,

HYMAN BASCH.

1909 Broadway, N. Y.

One thing at a time, Mr. Basch. We must creep before we can walk. The National Retail Tobacconists' Association is needed now, and other things will follow in due course. This is a matter of vital importance to every retailer, which is more apparent from day to day; and we strongly urge you all to be wide-awake to your own interests, and arrange a meeting of retailers in your city or town and perfect a permanent Association, elect officers, and send us full particulars of the meeting, which we will gladly publish.

The retailers are beginning to realize that they must organize, and, on April 14, The Cigar and Tobacco Dealers' Protective Association was organized in Denver, Colo. A constitution and by-laws were adopted, and the following officers elected: L. M. Stern, President; M. H. V. Young, V.-Pres.; H. S. Worthington, Secretary; and Thos. Atkinson, Treasurer. A scale of uniform prices was adopted, in order to stop price cutting by retailers, and it was decided to use all influence to have a city ordinance passed to prohibit saloons, drug stores, barber shops, restaurants, and all but regularly licensed cigar stores, from selling tobacco in any form. Strenuous efforts are also to be made to get lower prices from jobbers and manufacturers. Sixty-eight retailers were admitted to membership, and committees were appointed to call on all others in the cigar and tobacco business.

That's right! We're glad to see them take the initiative, and hope you'll all continue the good work. Come boys, get together—pull together, and let the movement be universal, always keeping in mind the fact that THE CIGAR STORE is here to help you in every way possible. Call your meetings and read this article, also Thomas J. Dolan's address, "The Retail Tobacconist," which appeared in our April issue.

We invite correspondence from retailers throughout the country who are in sympathy with this movement. Send us your name and views, which will be treated confidentially, if so desired.

The Jacobs Gang.

Factory No 3741, 9th District of Pennsylvania, came into prominence last month. Every dealer in the country now knows of this factory, the proprietor, and all about it.

With the seizure of this factory on April 19, and the arrest of the proprietor, William M. Jacobs, in Lancaster, the most gigantic plot to cheat Uncle Sam was stopped. Not only did Jacobs make rank cigars, but he also made the stamps used on the boxes. A thriving business was being done when the climax came. Jacobs had kept manufacturers guessing how he could afford to sell his cigars at so remarkably low figures. The solution now is easy.

Jacobs sold his cigars in all parts of the United States—how many he sold it is impossible to accurately estimate. When it was discovered bogus revenue stamps were being used by factory No. 3741, officials all over the country received orders by wire from Washington to confiscate all cigars made by this factory. This occasioned much trouble for dealers, as every box had to be turned over and the number on the caution label read. To show with what success the revenue men have met with, nearly 2,000,000 Jacobs' cigars have been seized to date, and these figures are being increased daily. With Jacobs were also arrested several of his partners in the scheme, and striped suits await them.

The question now arises, what will become of the cigars confiscated in the stocks of retailers who came into possession of them innocently. Will they be allowed to re-stamp and sell them, or will the cigars be sold at auction by revenue officials, with the proviso that the buyer re-stamp them?

Happenings in Havana.

HAVANA, April 21.—The crop outlook at present is anything but encouraging. The delay in Cuban reconstruction, particularly the trouble that has been experienced in settling the army problem, has been almost fatal to the new crop, which was being looked forward to to make up for shortage occasioned by the war. A tobacco famine is already well under way. The leaf now on hand in the warehouses throughout the island is the remnant of what was stored away in former seasons, and it is held for exceptionally fancy prices, even higher than during the war. The new crop, which will not be available before fall, will be entirely inadequate to meet the demand; however, it promises to be light in quality, which suits the general taste, and will furnish an unusually large quantity of wrappers. It will be some years before tobacco culture on the island resumes its normal status.

While the new crop will be larger than last year, exports to the United States will be less, as other countries are going to secure a large quantity, but for which they will have to pay dearly. In the Vuelta Abajo district buyers are paying enormous prices for the weed in their determination to secure desirable lots. Some of the prices now being paid will bring the cost of the tobacco up to about a dollar per pound when ready to be marketed.

Regarding the problem of adequate help, competent cigar hands being very scarce, and which the Havana cigar manufacturers are turning over in their minds, Mr. Gustavus Bock, a leading authority on the production and manufacture of tobacco in Cuba, was recently discussing the subject. He was asked whether such a thing as the migration of American cigarmakers to Cuba was probable.

"The Cubans who have been in the United States will return," he said. "It is not probable that American cigarmakers will ever come to the island, because their fingers are not flexible enough for the work

There seems to be something about the men born here which gives them greater facility in handling the native tobacco. The Asturians, who come from the north of Spain, also have that facility. The Cuban leaf, as you know, is of very fine texture, and it requires either Cuban born workmen or Asturians to work it up properly. I do not know that in five years from now we will have cigarmakers enough to manufacture our product. There is a renewed demand for Havanas all over the world. We cannot meet it this year, because the production of the leaf is not sufficient, and some of the Havana factories will have to shut down in June. Next year there will be a larger crop, and after that I think it will be a question of men with flexible fingers rather than of leaf."

Many cigar workers have returned from Key West and Tampa this winter, and a few have come back from New York. The population of Key West has been decreased 2,500 by the Cuban emigration, and Tampa has lost two-thirds of its Cuban population. Those returning are mainly cigar workers and their families. There has been no shortage in the labor supply for the Key West and Tampa factories. The various labor societies had an understanding that those for whom there was work should remain in the United States this season. The prediction is that by another season practically no Cuban workmen will be employed in the Key West and Tampa factories. The Cuban loves the island. He would rather live and work here than elsewhere. It may be fancy, yet some of the cigar manufacturers insist that the men who have been working in the United States for the last four or five years are not so good as those who have remained in the island. They declare that these men have lost some of the flexibility of fingers, which is essential in working up the finer grade of tobacco, and that a season or two must elapse before they will regain their former skill.

Some of the factories, foreseeing the lack of labor in the future, have tried to provide against it by taking the sons of their workmen and bringing them up to the trade. It is a form of apprenticeship, with the advantage all on the side of the apprentices. According to the statement of the manufacturers, the experiment has not worked very satisfactorily. Whenever a cigarmaker has a boy whom he wants brought up to the trade the lad gets a chance. Some of the factories take him, provide food, clothing and lodging, and also wages of \$5 a month. They figure that the cost to them is between \$25 and \$30 a month, and that his first year's labor is valueless. After that his work begins to count, but the lad is at liberty to quit when he pleases, and sometimes he quits after a year's experience. Dormitories are provided for these apprentices, and in a few of the factories there are also dormitories for the men. Most of the men live at their own homes.

A visit to one of the Havana factories is a visit to all of them. The shops are commodious and well arranged. The men work at the benches side by side without the suggestion of a color line. In some of the shops one-third of the workers are colored, but the general proportion is about one fifth. There are also a few Chinese cigarmakers. During the insurrection it was difficult to keep the peace between the Spanish cigarmakers and the Cubans. This difficulty gradually settled itself by the grouping of the Spaniards in some factories and the Cubans in others. All the shops have their reader. A kind of platform or pulpit is made for him, and he occupies this perch reading in a high key for an hour or two hours at a time. The reader is a distinctive feature of all the Cuban cigar factories. It is the general testimony that better work is done during the reading hours than at other times. All the hands in the shop contribute toward his pay, and the factory itself frequently adds a contribution.

The women and girls employed in stripping the leaf have a room by themselves. They are usually vivacious, and they gossip all they please. They have never come into competition with the men, so they have never become cigarmakers. Notwithstanding the need of flexible fingers, and the fact that women are supposed to possess a more delicate touch than men, it is said that they cannot become successful cigarmakers. They receive 50 cents and upward a day in Spanish gold, and few of them average more than 75 or 80 cents. Their work seems to be much pleasanter and their life happier than is the case with New England factory girls.

The men make from \$2 a day up in Spanish gold. They work by the piece, and an average day's labor varies from eight to ten hours. A good workman rarely fails to earn \$3 a day, and the best can earn \$5. The men are allowed to smoke all the cigars they want. They lose their own time in making them, but the leaf is furnished by the factory. The privilege is sometimes abused, yet it is one that has to be conceded. A shrewd foreman often finds that a particular workman is exceeding the average allowance, which is supposed to be six or seven cigars daily. Sometimes it will also be noticed that one man has a great number of leaves of the finer grade which are spoiled for manufacture into first-class cigars. Nothing is said, but at the first opportunity the cigarmaker is dropped. If the real reason were given there would be trouble and possibly a strike. The Cuban cigarmakers strike on slight provocation. As a rule the strikes are not serious and are easily arranged. There does not appear to be a deep hostility between capital and labor. The most serious strike took place several years ago, and caused a number of the larger factories to remain closed for four months. The cigarmakers have their gremios, or unions, and these are quite strong. They are of a semi-beneficial character. At present these gremios are taking a leading part in the agitation for a work-

ingmen's political party. There is an undercurrent of socialism, or, as they call it, collectivism, among the cigarmakers. It usually exhausts itself in abstract discussions.

The private storerooms of most of the larger factories are as sacredly guarded as a bank vault. In some of them tobacco leaves are shown which might be worth their weight in gold. Most of this finer grade is from the Vuelta Abajo region in Pinar del Rio, though there is also some from the Partidos district in Havana province. The manager who shows the privileged visitor through these private storerooms will explain that they do not place a greater commercial value on the Vuelta Abajo leaf than on that from the Remedios district in Santa Clara province. The Remedios leaf, he will say, with a shrug of his shoulders, is good, very good, but it is strong, and is better adapted for mixing with the American products. The value of the Vuelta Abajo leaf, he will add, lies in its flavor rather than in its strength, and as his factory makes cigars known by their delicate aroma it naturally uses the finer grades from Pinar del Rio. But the Remedios leaf is good, very good, and where strength is wanted it does excellently well to mix with the American products.

Of the score of large factories in Havana each has its special brand of dollar cigars. Some are sold at \$1.50 each instead of \$1 apiece, but they are called dollar cigars. They are all the long cigars of Havana. Each cigar manufacturer has his own private supply. One of the leading manufacturers is in despair this season. His private stock is made from a small patch in the choicest district of Pinar del Rio. Sometimes it produces a little more than is needed for his own use. Then he distributes the excess among the reigning sovereigns of the world and his closest personal friends. One year he sent several boxes to President McKinley. This season he sought to compliment the American officials in Cuba with demoralizing results. They were so pleased that they at once sent his

factory orders to supply them with the same brand of cigars for their future use. They did not know that if this could be done the actual cost would be about \$3 a cigar. The choice spot in the choicest region of Pinar del Rio is producing less than the average of leaf this season. The manufacturer does not know why. The whims of the soil and the mysteries of nature in tobacco production are beyond him. He is vexed because he would like to repeat the compliment to the American officials by sending them each a box with an explanation why that particular brand is not an article of commerce. The Americans, as a rule, like strong cigars, and the market for those which are manufactured at a cost of \$1 each is not in the United States. This manufacturer's private make is noted for its aroma rather than for its strength, and he does not understand the sudden change in the liking of the American officials. They are dwelling in happy ignorance of the perplexity which they have caused, and are waiting for their orders to be filled.

The future of Cuban tobacco production is largely a matter of conjecture. Those competent to best judge are confident that it will increase, but they do not know to what extent. The value of the output in normal times was \$20,000,000. Some of the men who have been engaged in the culture of tobacco, as well as its manufacture, think they will live to see the value of the crop doubled. The purchase of both factories and tobacco lands by the American syndicates is certain to stimulate the production and increase the output. Abundant capital is now seeking investment in Cuba tobacco lands as well as in factories. The tobacco growers next fall will be able to secure advances which will insure the planting of a full crop. Though the syndicate will operate with a fair degree of success, it is not believed that any of them will secure a monopoly of tobacco production. If this could be done the control of the factories would be an easy mat-

ter, but the conditions under which Cuban tobacco is produced are so varied and so complicated that the best opinion is that it will never be monopolized. The area of cultivation is sure to be extended. During the insurrection the experiment of raising tobacco in the Isle of Pines was made by the Henry Clay & Bock Co. Fifteen hundred laborers were taken from Pinar del Rio and employed in the isle. A passable grade of tobacco was raised, but the experiment did not seem to warrant its continuance so long as the Vuelta Abajo district could be worked. As soon as peace between the United States and Spain came the laborers were taken back to Pinar del Rio. It is expected that in the coming season there will be a considerable immigration from the Canary Islands to Cuba of farm laborers to engage in tobacco production. It is the testimony of the largest growers that the Canary Islanders make the best tobacco farmers. They do not work in factories, but the cultivation of the soil suits them. In past seasons many have been in the habit of coming to Cuba to work in the fields as laborers and then returning to their homes across the sea. The aim now is to attract them as permanent immigrants and to enable them to procure small farms of their own, either by purchase or by lease.

Timely Tampa Topics.

TAMPA, April 22.—A movement is on foot to consolidate the cigar manufacturing plants in this city and Key West, somewhat on the same basis as that on which the Havana Commercial Co. was formed. Practically all the companies manufacturing from pure Havana leaf here, in Tampa, and, it is said, a few in New York, have been approached and asked to pool their interests in a new company. Some have given options on their plants, and before the date of expiration, July 1, it is believed the new enterprise will be launched. In combining their factories into

a syndicate it is recognized that the manufacturers now fighting independently will be better able to compete with the two American and English syndicates manufacturing Havana cigars. That the Havana Commercial Co., the new American syndicate, will eventually be consolidated with the Clay-Bock Co., the English syndicate, is generally admitted. Then it is probable the combined syndicates will turn their attention to the company now forming and gobble it up, thus concentrating the manufacture of high-class cigars.

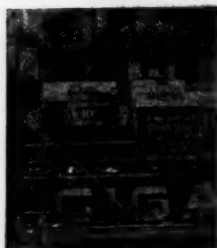
Business with the manufacturers the past month has been good. The month's shipments have been scattered nearly over every State of the Union, New York City and Chicago taking, as usual, the most shipments.

L. J. Napoles, manager of the Monroe Cigar Co., has returned from Havana. Vicente Bustillo, of Bustillo Bros. & Diaz, and Juan La Paz, have gone to the Island. Vicente Guerra, of the Cuban-American Co., spent a week in New York this month, returning home to pack his grip and get away for Havana. Juan B. Creagh, of Creagh, Gudknecht & Co., has returned to Philadelphia, after spending three weeks here.

There were two strikes this month—one at the Ybor-Manrara Co. factory, the other the employees of the Monroe Cigar Co., both materially affecting the output and shipment of cigars from these factories. More than one hundred cigarmakers of the Monroe factory walked out, demanding an increase in pay on all sizes. At the Ybor-Manrara factory it was quite a serious strike, nearly four hundred employees quitting work, not liking the idea of having filler leaf weighed out to them. Only two large factories besides this one use the plan of weighing filler, and the cigarmakers seem determined to make a strong resistance. The Ybor Manrara strikers have not returned to work, and the firm positively refuses to make any overtures. The Monroe strikers were victorious, being promised \$1.00 more on all sizes.

Window Dressing Department.

WHY is it that first-class cigar stores, many prominent ones too, with modern fixtures and windows, that could be made quite attractive, will persist in pasting or sticking common white paper signs or announcements on their window glass? It wouldn't be quite so bad if these were neatly



NEAT SIGN.

gotten up; but they are usually unsightly and poorly lettered, and have the appearance of having been made by a schoolboy. Please don't do it any more; for small neatly printed signs cost very little, look infinitely better, and will sell more goods, to say nothing of adding to the general attractiveness of the window. Did it ever occur to you that you can buy small gummed letters, in various sizes, at almost any stationer's, and affix these to a plain white card, thus make your own signs at a very slight cost? Try it—you'll be agreeably surprised with your own handiwork and the neat effect of the shiny black letters on the white Bristol board. Be sure to lay out the letters on the card in just the shape you want them before you dampen them and stick them to the card. Otherwise you are quite likely to not space them correctly. A little perseverance will be well rewarded.

Of course, you know that very few of the goods carried in a cigar store are benefitted any by being displayed in a window where the sun and dust succeed in ruining the major portion of all goods so displayed, and for that reason alone it is well to display as few goods as possible in the window, and even then change often, disposing of the shopworn goods as rapidly as you can. A box of fine cigars can

be spoilt in a very short time by leaving it in the show-window, and if allowed to remain too long a time are unfit for smoking, through accumulated dust and drying out. Don't offer these to a good customer, unless you have more trade than you want.

Nothing is gained by crowding or jamming a window full of all sorts of goods. A few goods, well displayed, will prove more effective and also be less expensive.

Many handsome and attractive window displays have been noticed in New York during the past month. Some could have been improved but little, while the majority had a crowded effect which really seems to run second place to "thrown-in."

Something movable in a display window is always catchy and attractive, and much sought after by the general run of cigar store men; but as yet a motor at reasonable price has not been placed on the market, while the present motors are operated by electricity or water power, and it is not always possible to make the proper connection. We predict a large sale for a good spring motor, and are satisfied that some enterprising Yankee will bring out something along that line at a fair figure, and make a hand. some thing out of it.

As promised in our April issue, we shall endeavor to

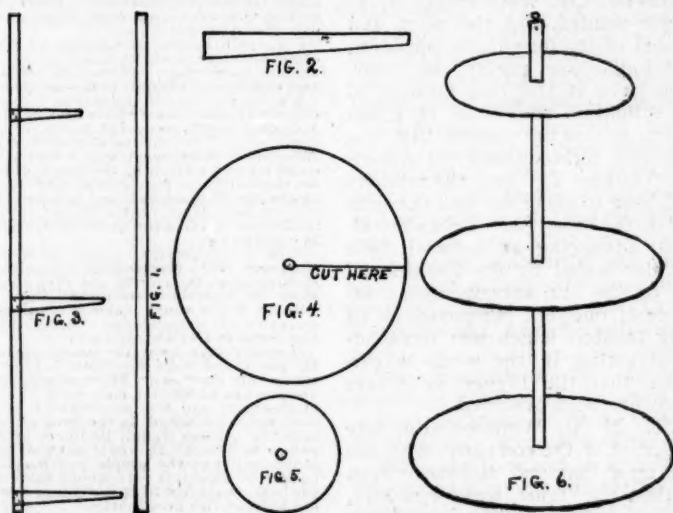
explain how any fairly ingenious man, at all handy with knife and hammer, can make a revolving or swinging pedestal. This can be made almost entire from old cigar boxes and a broom handle or stick of wood about an inch square and 2½ ft. long. This stick (fig 1) is for the upright of pedestal on which the three circular (or square, if you prefer) shelves are to rest. Twelve small pieces of



box about 1 inch wide, tapering to $\frac{1}{2}$ in. (fig. 2) are to be nailed to the upright at right angles and in the positions you want the three shelves placed (fig. 3), 4 of these sticks, one on each side of the square upright, being necessary to support each shelf. The top shelf should be about 10 inches in diameter, the middle one 14, and the bottom one about 18 inches, and the supports (fig. 2) should be 5, 7 and 9 inches long respectively. Commence about 1 inch above bottom of upright and nail your 9 inch sticks to support bottom shelf—middle shelf about 10 or 11 inches higher, and top shelf about same distance above middle

window. To wind it up, figuratively, revolving the pedestal in one direction 15 to 20 times and then let go of it, and it will revolve of itself in an opposite direction, continuing the motion in alternate directions for 20 minutes to half an hour. Then you'll have to wind it up again, until you get that spring motor.

The Independent Tobacco Jobbers' Association of Greater New York held a meeting last month, President Asa Lemlein in the chair. Most of the time of the body was devoted to discussing the advisability of incorporating the association,



one. About two cigar boxes will furnish all necessary wood and nails. After the shelves, which can be made of strong pasteboard (figs. 4 & 5), are in place, the whole pedestal (fig. 6) can be covered with dark green cloth, silver or gilt paper, with paste, glue or tacks, and will present a neat appearance when a few pipes, packages of tobacco, cigarettes, etc., are well displayed on same. Now bore a hole through the top of upright or put in a strong screw-eye and suspend the whole from a hook in the top of window, using a strong cord to allow pedestal to nearly touch the bottom of

though nothing definite was decided upon. Many manufacturers refuse to treat with the association unless it is incorporated; therefore it is expected to be only a matter of a short while before the incorporation papers are filed.

A. S. Royer has sold the stock and fixtures of his store at Lebanon, Pa., and will engage in some other business.

Every Retail Tobacconist should be a subscriber to THE CIGAR STORE. Worth much—costs little! \$1 a year.

St. Louis Scintillations.

ST. LOUIS, April 25 —At last the agony is over, our fears realized, and hopes that the Liggett & Myers Tobacco Co. would remain an independent concern blasted to smithereens. It's in the Trust—this is a fact—and the great American-Continental Co. has satisfied its lust and devoured this, the factory that manufactured 40 per cent. of the plug used, and is known in every country on the face of the earth. But Col. Wetmore did not enter the Trust with the plant; instead, he disposed of his stock and resigned the presidency. It was not Col. Wetmore the A. T. people wanted, but the plant and brands of its formidable opponent and implacable enemy, and now they have it they are masters of the situation, and Duke is King. There is now no concern that can put up a fight against the American Tobacco Co., and the retailers will have to make the best they can out of the situation. Prices are already advancing, as is shown by a circular issued by the Continental Co on the 8th, announcing an advance of one cent per pound on all plug tobacco which was foreshadowed earlier in the week as evidence that the Liggett & Myers plant had been absorbed.

Col. M. C. Wetmore, the late president of the company, who has put up a long and stubborn fight against the Trust, was, it is said, paid on a basis of \$15,000,000 for his stock, but the other stockholders were less fortunate. The Continental secures every share of the stock of the acquired plant.

When it was seen by President Wetmore that it was impossible for him to prevent the A. T. Co. from securing the plant, he resigned his position, still defiant, even if he had been deserted by other stockholders, who were in favor of entering the Trust. On the 18th inst., toward the close of the day's business, Mr. Wetmore summoned the 3,000 employees of the company on the street in front of the factory and made them a farewell address, in which he scored all kinds of

trusts and combinations. His speech follows:

For the last twelve years I have been engaged in an almost continuous fight against the sale of this company to the Tobacco Trust. I have met trust men at every game. I have denounced them in public and to their faces. I have tried to persuade my business associates not to sell to a combination under any circumstances.

I have known the dangers of trusts, and I have tried to convince others of them. For twelve years I succeeded, but I was not strong enough to keep up the fight. At last my associates yielded, and I was forced to capitulate. With the control in my own hands, I never, never would have consented to the sale of this plant to a trust. But I was only one man against a mighty corporation and my powers of persuasion had failed. There is a grand opportunity for independent companies, and I believe the fight against monopolies will yet be won.

It is the duty of every man to use his best endeavors to check the encroachments of trusts, grasping and soulless. I believe that the country is in danger from this source, and I for one propose to do all in my power to kill monopolies, wherever or in whatever form they are found.

I expect to devote all my time, all my energies and all my wealth to aid in the fight against these giant combinations that are fast ruining the business of the country.

A great majority of the largest industrial concerns in the country have been combined and others are in process of pooling or going into trusts. After all the manufacturers in different lines are combined it does not require a great stretch of the imagination to see these different combines getting together under one management, and in fact becoming one huge trust, controlling all the commodities and fixing the prices of everything in common use.

Such a combination would be stronger than any State Government. It might be stronger than the courts, and even stronger than the General Government itself, and without doubt would make stupendous efforts to control legislation and decisions of the courts in its own interests.

It would take away the independence of the people and leave us without hope of bettering our condition. There would be but one concern to which a man could apply for employment, and it is reasonable to expect that the trust would fix the price of labor, and the laborer would, perforce, be compelled to accept. It would take away the individuality of the people and make us a nation of employees. It would take away the hope of the youth of the country, which has built up this great nation.

The trust system is more dangerous to the country than anything that now confronts us. In my judgment all the wars that ever have been fought by the Government since its foundation do not equal in importance the gravity of the trust situation.

The men who are promoting and engendering trusts claim as an argument that the day of the independent manufacturer and dealer and producer has gone, and that we are on a new order of things, and that there is an economic force behind the movement for consolidating and pooling, but in my opinion it is really a principle of greed and cupidity, and not one of economy.

The trust system, in my opinion, is more menacing to the country than any war, no matter how stupendous, that the country might be engaged in; in fact, the great war of the rebellion was not half so dangerous to the institutions of this country as this system of pooling and combining.

The trusts is the one great question now before the people, and in my opinion is of vastly greater importance than the money question.

It should be the leading issue in the next national political campaign, and the people may be relied on to settle it, and settle it rightly, as they have settled every great question that has been presented to them.

A mighty cheer went up from the thousands of employes as Mr. Wetmore closed, and he shook hands with his old associates until his palm fairly blistered. Then Col. Wetmore advised the men to be loyal to their new employers, and wished them success, though his expression plainly told that he anticipated the opposite.

The new president of the Liggett & Myers Tobacco Co. is C. E. Hallowell, formerly the vice-president. R. B. Dula, of the Drummond branch, has been elected to the Board of Directors, S. T. McCormick having resigned.

Retailers do not keep the cigars of Illoway, Werner & Co., but they sell them—and fast, too. The demand is great and they are daily growing in favor.

C. P. Stanley has secured for five years the building at 606 Olive St. and will open a handsome cigar store, for which purpose this is an excellent location.

An attractive window display was made this month at Moss & Loewenhaupt's of S. Hershheim Bros. & Co.'s Jackson Square. M. Lorente & Co.'s goods are also a favorite at this store.

The Wm. A. Stickney Cigar Co. are now selling the American Pearl, an excellent 5c. cigar made by Boltz, Clymer & Co.

M. E. Hauser, in the Century Building, has Miss Ola in stock and she is a favorite. This brand is made by Illoway, Werner & Co. E. M. Schwarz & Co.'s cigars are also good sellers.

Some visitors this month were: Leo. Harburger, of Harburger, Ho man & Co.; Chas. Hirschhorn, of Hirschhorn, Mack & Co.; E. D. Marshall, of Allen & Marshall; S. W. Meyerfield, of the Hilson Co.; and F. E. Francisco, of McCoy & Co.

Cleveland Chroniclings.

CLEVELAND. April 25.—Interesting news is scarce. All the factories are running with full forces, retailers and jobbers are

not grumbling, and the general status of the Cleveland tobacco trade is in good shape.

Feder Bros., the dissolution of which firm occurred last month, Emanuel Feder continuing the jobbing business under the old name, is now conducted separately from the London Whiffs Cigar Factory, of which Marcus Feder, formerly of Feder Bros., is sole owner. London Whiffs is a great seller and the demand is keeping well up.

The Standard Tobacco & Cigar Co. are turning out large quantities of "Peach Bloom," "Prairie Flower" and "Old Vet" smoking mixtures, and are kept hustling to fill their orders.

I. Brudno is experiencing a greater demand for his well-known stogies than has been the case for a long time—in fact business is booming.

Huebschman Bros., retail dealers at 62 Ontario St., have dissolved partnership. Louis Huebschman retires. The business in future will be conducted by E. J. Huebschman.

The city billboards are being used quite extensively by Seidenberg & Co., advertising their Lillian Russell brand, already well-known here.

Wm. Edwards & Co., the large wholesale grocers, are making their cigar department a special feature. E. H. Gato's, Ghio & Rovira's, T. J. Dunn & Co.'s, and several other firm's cigars are distributed by this house. In cigarettes and smoking they handle the goods of A. T. Co., Cameron & Cameron, Surbrug and others.

Another dissolution, following close on the heels of the two mentioned above, was that of the firm of Kalman, Pacholder & Co., makers of "Cambridge Sweets" and other brands of stogies and cigars. Messrs. Kalman and Pacholder retire, leaving the Co., J. Kastriner, who assumes all liabilities, to continue the business.

Marcus Feder was in New York recently, and it is understood his goods will be pushed by A. Lemlein, of the independent jobbers.

Chicago Chatterings.

CHICAGO, April 25. — Judge Ball, sitting in the Superior Court last week, refused to set aside or dissolve the injunction restraining The Fair from selling a cigar alleged to be Jose Morales & Co's La Matilde, manufactured at Tampa, Fla., but which in reality was a brand made by a local manufacturer, and calculated to deceive the public. Starting on February 16th last, when The Fair was advertising La Matilde cigars at below value prices, this matter has been watched with interest by the entire cigar trade; and now that a victorious point has been gained by the complainants, it is needless to say all the legitimate and straightforward dealers and manufacturers are in jubilant spirits. However, The Fair is not satisfied with Judge Ball's decision, which compels them to sell their fake brand under some other label, if they would sell them at all, and has appealed the case to the Appellate Court, where it is hoped they will meet with the same fate. Upmann & Wilcox, the distributors of the genuine La Matilde, are happy over the course in which things are running, and are placing the brand with many retailers who have not heretofore handled it, but will take advantage of the wide notoriety and free advertising given it to increase their business. Signs are to be seen in numerous retail store windows, reading in substance that the genuine and not the bogus La Matilde can be found in their stocks, and inviting smokers to try one.

To say the retail tobacconists of this city, be they Democrats, Republicans. Populists, or what not, worked for the re-election of Mayor Carter H. Harrison, is putting it mildly. His election to them meant much, and now the proprietors of retail shops are putting in full stocks of cigarettes. The tax on the "coffin nails" is \$100; but, as the trade understands the matter, the authorities will not bother them until after the United States Supreme Court attests the legality of the enormous tax, which will hardly

be this year or next. Some dealers paid the \$100 tax in 1897 and 1898, but it is hardly probable that they will do so again, but as thousands are doing, will sell the paper wrapped smoke without a license. Cigarettes are now handled by nearly every dealer, and business in this line is taking on its wonted activity.

Regarding label suits, there is likely to be another placed on the calendar of the courts, if M. Zola does not stop making the "Prize Winner," which the Jenkinson Co. claim an infringement on their rights as manufacturers of the widely known and extensively advertised "Winner" stogie. Zola has been warned to desist from placing this brand on the market, but in acceding to the caution, wants the Jenkinsons to buy his labels, which they will not do.

The Oriental Tobacco Company, of Chicago, has been incorporated, with a capital stock of \$2,500. Incorporators: W. R. Payne, O. E. Chapin and L. B. Drew.

Another incorporation is that of the E. Hoffman Co., with a capital of \$30,000. E. Hoffman is President; Arthur Beigh, Vice-President; and Iwan Reiss, Secretary and Treasurer. Mr. Hoffman began business as a retailer in 1857, with very limited capital; but, with his ambition and business qualifications, has steadily built up his business, until now it is one of the best known retail houses in Chicago. He will retire soon.

Increase in rents is forcing many of the cigar-tobacco men to seek other quarters, and with the advent of May 1 many changes in location will be made. Year by year rents are raised and desirable locations put out of reach of cigarists.

H. H. Manley's new drug store, the cigar department of which is an important feature, 92 State St., is now open, and is fitted up in excellent style. Manuel Garcia Alonzos are the leading imported goods.

O. Schrader & Co have rented the store at 5th Ave. and Washington St., and will put in the most modern and up-to-date fixtures, and make other improvements. They

have outgrown their quarters at 170 Washington St., and will move in a few days.

Other removals soon to take place are A. L. West, now at 173 Monroe, will go to 152 La Salle St.; J. H. Leonard, 129½ Adams, will be found at 200 South Clark after the 1st; Harry Downs, 268 State, will occupy half of the store at No. 272 on the same street; and J. S. Mendelsohn will do business from 173 E. Monroe, instead of his present location, 140 La Salle.

Jos. Herzog has disposed of his business at 24 S. Clark St to Ernest Werre, and will take a much-needed rest before again entering the retail business.

Louis Ash & Co's Gretchen, distributed by the Fuller & Fuller Co, is a marvel to smokers at the price at which it is sold—and the sale is very large. Several thousand dealers are handling it.

Over 4,000 cigars, the stock of Jacob Falkenstein, 148 Dearborn St., were seized by Internal Revenue officers recently. It is said that Falkenstein sold many lots of cigars that bore no stamp.

Franklin MacVeagh & Co, owners of the store at Madison and Clark Sts., will dispose of their stock as quickly as possible and vacate the premises, owing to the increase in rent. It is understood Samuel Marco will re open it, keeping a choice and selected stock, for which his predecessors have been noted.

J. C. Auerbach, retailer at 130 E. Jackson St., has failed, naming S. Wilson assignee. The creditors are mostly Eastern cigar manufacturers. Dr. J. H. Wells has purchased the stock of cigars, and will add them to his already large stock in his store at Jackson and Sherman Sts.

The April issue of THE CIGAR STORE was read with much interest by the local trade, and is meeting with much praise. Many commendatory expressions have been heard, and each succeeding issue will be eagerly scanned.

THE CIGAR STORE is \$1 a year.

A Few Facts and Figures.

FOR the fiscal year ending June 30, 1898, the official report shows the exportation of cigars to be 1,557,000. The United Kingdom took 431,000, which is 145,000 in excess of any other country's quota, British Australasia being second on the list, with 286,000 to her credit.

During the same period the cigarettes exported were 1,005,905,000, Japan taking 263,363,000 of these. China was a close second with 218,612,000, and the United Kingdom is third, 131,421,000 being shipped to that country.

From July 1, 1897, to June 30, 1898, the number of pounds of plug tobacco sent to foreign countries for consumption was 9,439,002, valued at \$2,077,664.00. British Australasia took 3,210,858 pounds of this, paying for same \$788,894.00.

The number of cigars manufactured in New York City during the month of March, 1899, was 56,904,561, against 55,421,633 the same month last year, showing an increase of 1,482,928 cigars. The production of the Second District for March of this year shows an increase of 617,721, while the Third District's output is credited with an increase of 856,207. The total number of cigars manufactured in this city during the first three months of this year is 151,274,455, showing an increase over same period 1898, of 2,249,812.

A report just issued shows that during the calendar year 1898 there were manufactured in the First District of Michigan, which includes about two-thirds of the State, 109,651,700 cigars, 12,056,730 cigarettes, requiring 2,264,314 pounds of cigar leaf tobacco and 27,701 pounds of cigarette tobacco. In 1897 there were 91,655,388 cigars made and 16,450 cigarettes, showing a tremendous increase in the number of "coffin nails" manufactured.

Thomas Dougherty will open a cigar store at 12th St. and Edgemont Ave., Chester, Pa., where formerly was a restaurant.

THE CIGAR STORE

A Monthly Magazine for the Retailer,
ISSUED BY
THE CIGAR STORE PUBLISHING CO.,
50 TIMES BUILDING, 41 PARK ROW,
TELEPHONE: 3707 CORTLANDT,
NEW YORK CITY.

HERBERT SPENCER HALL, MANAGING EDITOR.
GEORGE N. ALSOP, - - ASSOCIATE EDITOR.

Issued the first of every month. Subscription price, \$1.00 a year, payable in advance. REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE CIGAR STORE PUBLISHING CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way. When change of address is desired, both the old and new address must be given. CORRESPONDENCE on all subjects of interest to the trade is solicited. ADVERTISING rates furnished upon application. ENTERED at the New York Post-Office as second-class mail matter.

NEW YORK, MAY, 1899.

THE CIGAR STORE is neither owned nor controlled by any trust or faction in the tobacco trade, and is issued solely in the interest of retailers throughout the country.

Retailers don't make money by cutting each other's throats—they lose it! Get acquainted with the other fellow—he'll meet you half way—and pull together, then you'll both make money, be happier and live longer.

The need of a retailers' association in every city, town and village of the United States is more apparent every day. THE CIGAR STORE urges all retailers to take early action, and we pledge our support and aid in every possible manner.

We desire our readers to not lose sight of the fact that the columns of THE CIGAR STORE are always open to retail news of all sorts, or fair discussions on any subject of interest to the man behind the counter.

It is said that Cremo cigars are not meeting with the sale expected in New York, although a large amount of money has been expended in extensive advertising. Why don't it take?

Should you receive a specimen copy of THE CIGAR STORE, it is an invitation for you to subscribe. We promise you an improved, enlarged and newsy magazine in every way, and hope to receive your subscription at \$1 a year; otherwise the magazine will not be mailed to you again.

Druggists sell cigars and nobody complains, but when Morris Abraham, a tobacconist in Burlington, Vt., started to sell patent medicines at cut rates, the local pill-makers squealed like stuck pigs. There is a better remedy than patent medicines—The National Retail Tobacconists' Association.

The American Tobacco Co. people, not yet satisfied with the output of their numerous branches, are after several of the Milwaukee factories. Will they get them? If we are to judge by the way they have gobbled up everything to which they have turned their attention, it is hardly probable they will slip up here.

Col. M. C. Wetmore, it is said, is behind the scheme to establish a large tobacco factory in St. Louis to fight the Trust. If reports are true, a bitter war will be waged by the proposed anti trust concern. Possibly another periodical rumor for which the enterprising press agents of St. Louis are noted

The R. J. Reynolds Tobacco Company, Winston, N. C., the largest tobacco manufacturing concern in that city, has increased its capital stock to \$5,000,000 and been incorporated under the laws of New Jersey. The names of J. B. Duke and J. B. Cobb (ever hear of these gentlemen?) are among the incorporators, and still the Reynolds persist in saying that they have not sold out to the Trust. Some curious things happen in tobacco trade circles these days.

Be up to date and increase your profits. THE CIGAR STORE is but \$1 a year.

The Hole in the Wall.

THE flashlight photograph reproduced in half-tones on our front cover this month is of the well known little store of Harry A. Beltz, 5 Ann St., N. Y., where a choice and full line of cigars and cigarettes, also the largest and most complete line of stogies in New York, may be found. It is modern in every style, as can be seen.

The shape of this neat little shop is a right angle triangle, the front being about 9 feet, the depth on the right wall about the same, while on the left it may measure 12 feet, running to a point in the rear—altogether a floor space of about 40 square feet, and the writer believes that more cigars and tobaccos are sold in this small space than in any other cigar store of similar size in this country. It will pay you to drop in at Mr. Beltz's place and note particularly how every cubic inch of space has been utilized to its fullest capacity; shelves and cupboards extend from the floor to the ceiling, and in this space as many as 60,000 cigars have been stored at one time—still leaving room for the constant flowing stream of customers, whose wants seem never to be supplied—due to the fact that they always get their money's worth, no matter what price they pay.

Mr. Beltz also carries a fine line of pipes and smokers' articles, and the two cases outside are tastefully arranged with same, while the window, though small, always contains a handsome and catchy display of all sorts of goods that appeal to smokers, special attention being given to the dressing of window.

It is now nearly seventeen years since Mr. Beltz bought this cigar store for the sum of \$75, and to-day he ranks among the leading retail tobacconists of the city. The keynote of his great success has been, and is to-day, good goods, small profits and quick sales.

A small sum well invested—\$1 for a year's subscription to THE CIGAR STORE.

Personal Puffs.

Sigmund Levyn, the prominent Buffalo retailer and jobber, visited his brother in the metropolis last month, and incidentally left an order with John W. Merriam & Co. for eight sizes of the Baron DeKalb brand, which will occupy a conspicuous place in Buffalo's finest retail establishment; in fact, one of the finest in the State. Mr. Levyn carries a choice stock of smokers' necessities and luxuries, and his up-to-date store is always a busy place. Business is improving in Buffalo and Mr. Levyn is gleeful over the fact that much of the trade is coming his way.

J. M. Diaz, of Bustillo Bros. & Diaz, is away on a trip in the interest of their well-known brands. He is now in Oregon, and after calling on every customer in that section, will take a jump across the continent to the factory in Tampa, thence going to Havana to look at the crop.

A. Sideman, of Sideman, Lachman & Co., San Francisco, was a visitor to the city during April, and left some nice orders for cigars and smokers' novelties with the local manufacturers. His was a combined business and pleasure trip, and his friends here were glad to see him.

J. R. Porter, a large jobber of Jacksonville, Fla., was a prominent visitor in April; also Louis A. Young, buyer for Cobb, Aldrich & Co., Boston.

S. F. Hess & Co.'s New Prices.

Under date of April 15, S. F. Hess & Co., Rochester, N. Y., announces the following jobbers' selling price-list of plug tobacco:

Hermitage, 1 oz. pocket piece, 2 lb. box, 75 cents. Fruit Nugget, 3 oz. pocket piece, 2x4 Va. Wrapper, 6 & 12 1/2 lb. butt, 40 cents. Thoroughmade, 4 space, 3x12, 12 oz. Va. Wrapper Smooth, 12 lb. butt, 38 cents. Mo-Ko, 3 space, 3x12, 12 oz. Va. Wrapper R. R., 12 lb. butt, 32 cents. Niagara, 4 space, 3x12, 16 oz. Mahogany Wrapper smooth, 16 lb. butt, 30 cents. Celery, 4 space, 3x12, 16 oz. Va. Wrapper smooth, 16 lb. butt, 28 cents.

The cigar store of John A. Kramer, 508 S. Eutaw St., Baltimore, was damaged by fire on the 14th ult. Loss about \$300.

San Francisco Siftings.

SAN FRANCISCO, April 22.—So far this month the volume of business will exceed that of the month of March. Last month there were drawbacks, among which was the inclemency of the weather. Several Eastern manufacturers and salesmen have paid the local trade their respects this month, and still they come. A. M. Jenkinson, president of the R. & W. Jenkinson Co., was a prominent visitor the early part of the month, on his initial trip to the Coast, but hurried home on account of the illness of his mother. The Pittsburg stogie is daily gaining in popularity in this section and increasing in sales. M. A. Gunst & Co. are the wholesale distributors.

E. J. Harris has taken up his abode in this city as the agent of the Globe Tobacco Co., of Detroit. He will doubtless put up a strong fight against the trust, as he has started in with a vim and is selling lots of goods.

M. A. Gunst & Co. have opened their new store at Ellis and Market Sts., which for elegance and appointments is conceded to be a better place than their store at Kearney St. and Union Sq. Ave. The senior member of this firm leaves to-day on a four months' trip to Germany for his health. They are doing the usual good business, especially in Stachelberg's clear Havanas; Guerra, Diaz & Co.'s Aurelia; Batt & Esberg's La Verdad; Kerbs, Wertheim & Schiffer's General Arthur, and Straiton & Storm's Robert Burns.

M. Blaskower & Co. are placing large orders with Bernard Stahl & Co. for the Flor de Casanova and Rosa de Castellane brands. Mr. Stahl was here this month, and he and Mr. Blaskower took a run up to Portland and other Oregon cities, where they did a good business.

Chas. Mattheas & Co. continue selling large numbers of S. Ottenberg & Bros.' Girl from Paris. In a comparatively short period they placed this brand, for which they are the Pacific Coast distributors, with 963 dealers, and duplicate

orders are now frequent. Good advertising helped to do this work. On every billboard and dead wall in and around the city, it seems, there is the poster of the Girl from Paris, and if this brand is not known by every inhabitant of San Francisco it is not Mattheas' fault.

Rinaldo Bros. & Co. will have five new sizes of Hershheim's El Belmont in a few days. They have been designed by Mr. Bier, who was recently in New Orleans especially for the Coast trade. Lord Beaconsfield continues the leader at Rinaldo's, and bids fair to maintain its place in the front ranks.

Sideman, Lachman & Co. are daily in receipt of their usual large number of orders, and their salesmen are meeting with good results on every hand, especially with the Ilo Ilo brand of Manila cigars. Another cigar for which there is a liberal demand is Pico a 5-inch Londres shape 5c. cigar.

Tillmann & Bendel and the King V. cigar are two of a kind—can't be excelled. They are doing some effective poster and gift advertising of the brand. Cherry Diamond is likewise selling fast, and McCoy & Co. should feel proud of the esteem in which their goods are held on this side of the Rockies. Horace Greeley is a new brand just being introduced, selling at \$33. and very attractively packed. The firm is also making introductory sales of Sweet Chimes cut plug.

Wellman, Peck & Co. are devoting much attention, with good results, to advertising the Nat Goodwin brand of the J. Stahl Co. Their delivery wagons are fixed up with posters and it's a moving ad., having the advantage of a billboard sign.

William Tell, manufactured by E. Seidenberg, Steiffel & Co., for Adelsdorfer & Brandenstein, of this city, is fast winning friends.

No complaint can be heard from Lievre, Fricke & Co. about the Hazel Kirke and Chauncey Depew brands, and what they say regarding business is quite the reverse.

Cycle cigarettes were advanced April 1, 20c. per 1,000, running the price up to \$2.90.

The Wertheimer Co. will handle Bondy & Lederer's Lord Rosebery, and E. A. Kline & Co.'s El Symphonie, arrangements having been made with the manufacturer by M. A. Rothchild, of the Wertheimer Co., recently returned from a trip to New York.

W. H. Harrison, some time next month, will open a store at Powell and O'Farrell Sts.

Frankel, Gerdts & Co. have been incorporated to manufacture tobacco. Capital, \$50,000. Incorporators, David Frankel, Jno. Gerdts, Gustav Gunzendorfer, Henry Bohls and D. Tiedemann.

Ten thousand cigars were seized here by internal revenue officers yesterday. The boxes bore bogus revenue stamps. They were manufactured at factory No. 3741, Lancaster Co., Pa. The officers claim they are on the track of 2,000,000 more which are fraudulently labeled.

Minneapolis Musings.

MINNEAPOLIS, April 25.—Winicke & Doerr can wield the knife when it comes to cutting prices, as is shown by the price at which they are now selling a brand which they formerly distributed. They recently handled an Eastern made cigar, on which the agreement was that for the first 100,000 sold they were to receive a certain rebate, but before they had disposed of 100,000 the brand was transferred to another jobber, and this new jobbing house reduced the price \$2.00 per M., leaving the impression that Winicke & Doerr had been charging too much. About 12,000 of the cigars were left on their hands, and when the new firm announced the price at which they were selling the goods, a cut of \$4.00 per M. was made by Winicke & Doerr. Hereafter Winicke & Doerr will require a contract from each manufacturer whose goods they sell.

William Dean, alias Russell, who swindled Minneapolis jobbers out of something more than 28,000 packages of cigarettes last year, and who tried to work the same game in St. Louis, where he was

arrested, was brought back here and plead guilty to a charge of grand larceny. He was sentenced to the reformatory.

Manager E. C. Walters, of the cigar department of the Paris-Murton Co., sent out something artistic when he issued his recent price list. The cover of the 20-page pamphlet is a high grade corn parchment, and the inside pages are a fine super-calendared book paper. The first page is devoted to some things worth knowing when ordering and remitting for cigars, and the remainder of the pages are adorned with half tone reproductions of the brands handled by his firm. Four memorandum pages in the back are quite handy, and a good idea.

Cox & Harris have leased for a term of years the building at the corner of First Ave., South and 4th Sts., half a block from their present location, and shortly will be installed on the ground floor of same. This location is the finest in Minneapolis, from a retail point of view, and the store will be fitted with new fixtures and conducted on the most up-to-date principles.

J. M. Diaz, of Bustillo Bros. & Diaz, was here this month, and was elated at the way George R. Newell & Co. are selling his firm's goods. He reports good business all along his route, which is from coast to coast.

Geo. R. Newell & Co. are introducing Crane's Cadets, a high grade 5c. cigar made for them by L. Kahner & Co., New York, with good results.

Noyes Bros. & Cutler are doing an excellent business with the Fortune Teller, an Eastern made 5-center, and invariably have to bring the wires into use to keep any quantity.

Geo. F. Kuhles, of Kuhles & Stock, St. Paul, is back from a trip to the Pacific Coast and the Hawaiian Islands.

THE CIGAR STORE is issued in the interest of every retailer in the land, and you should read it every month. \$1 a year.

Chats With New York Retailers.

Y. Pendas & Alvarez's clear Havanas and H. C. Noian & Co.'s seed cigars are the favorites with patrons of Reed & Regester, dealers at 130 Fulton St. Arna, a private brand, 9 years old, packed in 40ths, keeps in the front rank of popular approval by the lovers of a good 5c. cigar, and the sales are steadily increasing. In fact, Arna has proved so successful as a brand name for cigars that the proprietors will shortly bring out a smoking mixture under the same name. Reed & Regester also carry an excellent line of pipes, among which is the new Blase, which they are selling very fast.

Geo. Flatauer has bought the retail and manufacturing business of G. Blum & Son, 880 3d Ave., and will make extensive improvements in the store, not letting desirable additions to his stock escape notice. Now Gato's, Stachelberg's, the Cuban-American Mfg. Co.'s Corina, and the brands of other well-known manufacturers of seed and Havana cigars are holding their own, but later an imported line will be put in. In the way of a 5c. cigar, the Hummer, a private brand, in the Puritana shape, takes the lead. Mr. Flatauer was formerly at 311 Bleecker St.

An extensive clear Havana stock of cigars is seldom run across in a retail store, but S. Rodriguez, 1142 Broadway, with one or two exceptions, sells nothing but clear Havanas. Mi Lola, which he makes at his own factory, is his leading brand, and goes well. In cigarettes a fine line is also carried. Mr. Rodriguez's store is one of the prettiest on the great thoroughfare, and he does not fail to get his share of Broadway business. He has been at this store about a year, but during this time has built up a trade which he is proud of, and rightly too.

S. Ballenberg, formerly 1211 Broadway, moved on the 1st inst. to 1315 Broadway. During the month of April he had a large cloth sign over the large window at his

old store which explained all:

"After occupying this store for the past 25 years, am compelled to quit on account of the enormous increase in rent. This immense stock of cigars and smokers' articles at cost. Will remove May 1st to 1315 Broadway—2 doors above 34th St." He disposed of the fixtures in his store at 1211 for \$11. They cost originally \$1,500, but were not in keeping with the superior furnishings which he has in his new place.

Aristo Yaxoglou, manufacturer and importer of the celebrated Aristo Yaxoglou Egyptian cigarettes, whose salesroom is at 158 Fulton St., besides carrying a choice selection of the best of foreign-made cigarettes, devotes much attention to his high class line of cigars, both imported and domestic, no preference, however, being given to any particular brand. To use his own words, "the smoker gets what he calls for."

I happened to be on upper Third Ave. the other day and dropped in to see Sam Slomon at 988. As usual I found him busy, but he managed, attending to the wants of his customers at the same time, to tell me about his new cigar, the Little Jessie, which he had just got in. This is a 5c. smoke, but could easily be sold for 10c., being clear Havana, nicely made and attractively packed. It's going to be a winner. Mr. Slomon was having his window dressed with packages of Miller's Select Society, the new anti-trust 10 for 10c. paper cigarette, which he is pushing with good results. His store, since being repainted, looks much better and shows his large stock off to better advantage.

H. L. Bendheim, 523 Sixth Ave., manufacturer of and dealer in imported Key West and domestic cigars, whose location is in the Tenderloin district, besides doing a good business in the day, keeps open the large part of the night and catches much of the transient trade, in addition to his already

established patronage. F. Garcia & Bros.' Puritana is his best selling clear Havana, but La Rose Preciosa, manufactured by himself, is a close second. The A. T. Co. cigarettes and smoking are shown in goodly variety, and the pipe line is also worthy of mention, being the Metropolitan Co.'s goods.

The cigar stands in the immense Park Row office building will be operated by R. M. Haan & Co., of 1,286 Broadway and 75th St. and Columbus Ave., who will also run the restaurant, cafe and rathskeller. A complete assortment of imported and domestic cigars, cigarettes and smoking, also pipes and smokers' articles, will compose the stock, and the furnishings will be thoroughly in keeping therewith—the best procurable.

Starting out to do the Tenderloin the other night, I dropped into several of the finest cigar stores in the section and had a short chat between sales with the proprietors. Business in that district is picking up very fast. Sales are larger than they have been for some time past, and as a consequence, the dealers are as happy as larks. Still, more improvement in business would not hurt, and could be taken care of without any increase in the clerical forces.

One of the first stores in which I found myself admiring the beauty of the surroundings and the excellence and variety of the stock was in J. W. Thoms (the Owl Cigar Store), 1295 Broadway, where a specialty is made of the cigars of the Owl Cigar Company. Another popular smoke here is Robert Burns—that is, the new Imperial size—selling for 15c. Director-General, the all-Havana 5c. shape, handled exclusively at the Owl Store, is a ready selling 5c. cigar, as is also Solace, which, by the way, is the favorite in Key West goods. Nestor's 10's and 20's; Egyptian Dieties, gold-tipped; and No 5 (the latter a new size), are preferred by the patrons of this place over all other cigarettes.

Then I went further up Broadway to C. Schlesinger's, corner 38th St., who is doing the usual brisk business characteristic of this store. In point of beauty it would take quite a hunt to find a store that will eclipse Mr. Schlesinger's. The fixtures are of light oak, incandescent lights are abundant, and the general attractiveness is strong indeed. This is the depot for Seidenberg & Co.'s cigars. Other fast sellers are Gato's and Stachelberg's. The imported line consists of Garcia's, Bock's, Henry Clays, Carolinas, and Edens. Forty or more different kinds of Egyptian cigarettes are carried, including Morris', Nestor's and La Egypt. Capstan English smoking is also sold.

From Schlesinger's I went to 1399 Broadway to the Casino Cigar Store, which is across the street from the Casino Theatre, from which it derives its name. Hyman Basch is the proprietor. A picture of Mr. Basch's store will be found on page 35 of this issue, also a letter regarding the organization of a National Retail Tobacconists' Association. Mr. Basch manufactures his two leading brands—Broadway Perfecto, 10c., and Dollie, a 5-center. After nine years' occupation of this stand, Mr. Basch's fair treatment and good goods for the money has won for him quite a reputation. He keeps every imaginable kind of cigarette, both imported and American-made, and his stock of cigars is also large and varied.

The next place I visited, and one which is worthy of especial mention, was A. S. Weissberger's, 1276 Broadway, who make a specialty of box trade. E. A. Kline & Co.'s El Symphonie is the most popular clear Havana here, with Garcia & Pando's La Victoria following it close. La Flora de Chateau and La Flor de Louis Martinez, both in several sizes, are some of the Key Wests noted. A good business is reported by Mr. Weissberger, especially on one private 5c. brand, Greeley Square. Another square

deal is the Jackson Square. The Manila Girl, made for him by E. M. Schwarz & Co., is another good seller, as is also a private brand of roc. goods, Victor Hugo. The wall-cases are filled with the W. D. C. pipes.

With Local Manufacturers.

SELECT Society is L. Miller & Sons' new paper-wrapped cigarette, which is being pushed by wide-awake retailers, and meeting with a ready sale. Many cigar store windows in the city are dressed with the large and small packages of this brand, the



effect being being added to by the handsome advertising matter that goes with it. The package is a neatly lithographed design, as here in illustrated, and the tobacco used is a fine blend of Virginia and Caroline bright leaf, which will undoubtedly be appreciated by cigarette smokers in a manner that will test the capacity of the factory, which is nearly half a million a day. Select Society sells to the trade at \$3.60, and a trial order will convince the dealer that this full brother to the famous Le Roy brand will meet with a deservedly large sale. Retailers have no hesitancy

in handling Miller's goods, which are recognized as standard in every particular.

With every box (250) of Le Roy Little Cigars this enterprising firm if now giving, free of charge, two packages of Old Pepper cut plug.

A. E. Farmer & Co., 699 Broadway, New York, are the sole distributors of Athos clear Havana cigars, a new brand that is meeting with praise on all sides, duplicate orders being the regular order of things. Mr. Farmer, although a young man, has had seven years' practical business experience, and if persistent hustling, coupled with good goods, counts for anything, the firm ought to be more than successful. Claude Harburger, of E. A. Kline & Co., has sold them considerable goods of late, and he predicts that the outlook is very bright for their doing a booming business.

La Flor de Barranco & Co., made by M. Barranco & Co, the clear Havana manufacturers at 192 Water St., has just been placed with dealers. This is a high-priced cigar, of choice Vuelta tobacco. El Progreso, selling from \$50 to \$150 to the dealer, is keeping them busy, and Lord Byron is also the subject of much attention. This house has just got in a new lot of tobacco from Havana, and is in a position to fill orders more promptly.

E. A. Kline & Co., cigar manufacturers, formerly of Cleveland, O., are now at 144 Water St., this city, and doing a good business. They are makers of strictly hand made clear Havana cigars, and due to the hustling of the outside representative, Claude Harburger, are pretty well rushed with orders from the higher class retailers. Morris Kline looks after the factory.

Jobbers and manufacturers should keep posted on retail news. THE CIGAR STORE is \$1 a year.

(Continued on page 58.)

Key West Knick Knacks.

KEY WEST, April 21.—The topic of conversation here is whether or not the amalgamation of clear Havana manufacturers of Key West and Tampa will be brought about. With one or two exceptions, all the manufacturers who have been approached on the subject have expressed a desire to support the movement. Among the firms that will doubtless go in the new organization are Arguelles, Lopez & Bro., E. H. Gato, Ybor-Maurara Co., Y. Pendas & Alvarez, Amo, Ortiz & Co., Ferdinand Hirsch, M. Stachelberg, D. L. Trujillo & Sons, S. Rodriguez, Perez, Rodriguez & Co., Sanchez & Haya, Geo. W. Nichols & Co., and F. Garcia & Bro.

The E. H. Gato Co. have increased their force, and are now working in the neighborhood of three hundred hands. Orders seem plentiful.

At the factory of the Ferdinand Hirsch Co. a full force is steadily employed, but still it is hardly large enough to keep abreast of the demand for their goods, which is heavy, and likely to continue.

Clarence Symonett's new factory will be ready for occupancy in about a month, and then he will be in a position to meet the demand for his Key West Smokers, orders for which are now piling up, attesting the popularity of his goods.

Another factory that has increased its capacity is that of the Key West Cigar Mfg. Co., forty new cigar-makers being put to work this month. A good business is being done, a fact easily proven by a glance through the factory.

Geo. W. Nichols & Co. are getting their part of the orders for high class cigars, and working a full force in order to ship promptly. The senior member took a run down from New York this month, and had a look at things.

The cigar manufacturing business of Key West is in fine condition, and if there are any complaints at all, they are few and far between. Prospects are bright for the demand to continue, and the

manufacturers are all in good spirits.

Two deaths have occurred recently. Mr. Fernando Valdez, for a long time manager of Julius Ellinger & Co.'s factory, died on the 7th, and J. H. Guito, of E. B. Guito & Co., departed this life on the 15th.

Philadelphia Pencillings.

PHILADELPHIA, April 25.—The retailers are busy, likewise the jobbers, and the manufacturers are in the same boat. Business in all departments of the trade is improving, and the outlook is favorable—to use a slang phrase—everything looks healthy. It was impossible with many of the manufacturers to close down and give the employes a holiday on Easter Monday, owing to the fact that they are already behind on orders, which are piling up on them every day. The retailers are raking the coin from the show-case to the cash drawer, and in no line of the tobacco trade is there room to complain.

The Penn Tobacco Co., 17-19 S. 6th St., is as busy as a tobacco jobbing establishment can be, and the prediction that they would have all the business they could take care of has certainly been verified. A net cash price list has been issued to dealers, and, as far as practicable, a cash business is being done; especially is this the case with small accounts and dealers who do not buy frequently. Though rumors of antagonism on the part of jobbers who are outside the confines of the Penn Co. are in the air, it is not thought they will amount to much, and that instead we will see many others join the new organization. The prices of the Penn Co. are being met by outside jobbers, but it is guesswork what will happen later on. Some retailers absolutely refuse to deal with the Penn Co., preferring, if necessary, to pay the outside jobbers more money. Among the cigars coming in for their share of attention by the new concerns are S. Ottenburg & Bros.' Tansill's Punch, Hilson Co.'s Hoffman

House, Gumpert Bros.' Full Weight, and stogies a-la Jenkinson.

The Harry Weissinger Tobacco Co. and the outside jobbers are working in unison. This company has a new brand of plug, "Deerskin," which costs the retailer 35c., and is meeting with much favor. Three per cent. profit per 100 lbs. is in it for the jobber.

John C. Heyman, of T. J. Dunn & Co., is back from a three months' trip which he spent in the West, exploiting the merits of the Zenda Bouquet, which is meeting with much success. "Artie" is also maintaining its position in the front ranks as a popular smoke, and the demand is increasing.

The Reynolds Tobacco Co., of Bristol, Tenn., with a branch at 17 N. 5th St., are pushing the "May Queen," and it is proving the queen of the month as regards large and quick sales of granulated smoking. The price to the trade is 37c., and with each 5c. bag a Powhatan clay pipe and reed stem goes gratis.

The demand for "Saborosa," a name familiar to smokers in all parts of the country, and which is to be found in thousands of retail stores, the leading 5c. brand of J. S. Vetterlein, never falls off, but instead orders are so heavy the factory is kept busy shipping promptly. El Intento is a new 10c. brand destined to become as popular as Saborosa.

Sam Weller, well and favorably known by the trade here, having represented the Drummond Co. in this city, has engaged in the wholesale and retail cigar and tobacco business in Camden, N. J., and with never-know defeat stamped on his countenance, is bound to succeed.

Harry F. Ertel, who conducts the big retail store in the Press Building, 7th and Chestnut Sts., is a benedict, having been married the latter part of last month to Miss Mary B. Allen, in this city. Congratulations, old man.

Buchanan & Lyall's Flush, the packing of which was graphically described in the last issue of THE CIGAR STORE, quickly found its

way to this city, and met with a hearty reception by anti-trust jobbers.

"The Puff of Peace and Consolation" is not the name of a cigar, but an artistic little pamphlet telling about cigars and issued by the cigar stand of the Hotel Lafayette, and contains their price list.

Two firms who joined the forces of the Penn Tobacco Company when that company was organized have withdrawn. William H. Barton and Brooke & Co. are the firms in question. Mr. Barton will have his stock returned to him and re-open at his old stand, 317 S. 4th St. It is understood that Brooke & Co will not re-enter the trade. Much dissatisfaction is reported to exist among the firms composing the Penn Tobacco Company, and interesting developments are looked for.

Cincinnati Criticisms.

CINCINNATI, April 26.—Whether it can all be traced to the result of the combination of the largest tobacco factories of the country into one gigantic combination or not, it is nevertheless the fact that the tobacco factories of this city are experiencing a better business now than they have ever known. Much advertising is being done by these manufacturers, and they make "out of the trust" their slogan. This has much influence on the people, and the result is that the retailers are doing a better business than usual with anti-trust goods, being ever ready to take the side of the smaller and independent concern as against the larger and combination of many in one whose reputed cause for existence is to crush out opposition.

With the retail trade, however, the subject of keeping the highest class stock of cigars—cigars suitable to all tastes—is a subject of more study and attention than the tobacco stock, for the latter is a second consideration, in view of the fact that the cash receipts and calls for cigars are so far in excess of the tobaccos. This city is noted for its neat and up-to-date retail cigar stores, and it is a fact of which pro-

prietors are proud. Whenever a new brand of cigars of merit comes out, a live Cincinnati gets hold of it about as quick as other communities are favored with an introduction, and this is as a general rule, an excellent cigar centre, where all well known and popular brands are sure to be found, as well as thousands not so well known.

Regarding pretty stores, it would not be amiss to mention the establishment of Henry Straus, 9 S. 4th St., which is fitted with the very latest improved fixtures, cases, etc., and where a full stock of cigars and tobacco, sold at wholesale and retail, is carried. This is one of the finest stores in the country, and is the favorite rendezvous of connoisseurs in search of something above the average.

Dressed in rustic garb, each carrying a hand bag on which was painted "Jackson Square Cigar," Mr. and Mrs. Edward B. Rankin, of Terre Haute, Ind., invaded this city recently and did some effective advertising for S. Hershheim Bros. & Co. In their little skit called "The Rustic Lovers," which was performed on the street corners in the business section, they were the object of much attention.

The Lührman & Wilbern Tobacco Co., makers of the well-known "Polar Bear" tobacco, contrary to their staunch denials, have sold out to the Trust, the price they received being withheld. The company has been incorporated at Newark, N. J., with a capital of \$1,000,000—\$200,000 paid in. The incorporators are Henry Lührman, E. V. Wilbern, Josiah Brown, J. B. Cobb, and W. R. Harris.

It is reported that the Day and Night Tobacco Co. have also sold their plant, but at the factory this rumor is emphatically denied. The union label is used, and union labor employed exclusively by this firm.

Frank Otting's window display of No Trust smoking tobacco, a blend of Virginia, Havana and Perique, was highly complimented this month. Capital and labor are pictured on the package shaking

hands with each other, under the motto "Live and let live." This is a neatly gotten up package, the quality of the tobacco is A1, and it is destined to become very popular.

Another attractive window was arranged by Manager Louis Kochman, of the J. R. Peebles Sons' Co., exhibiting the Francis Wilson cigar of T. J. Dunn & Co. This could not fail to be noticed, because Francis Wilson, the comedian, was in town, and was being talked about at the time. The Peebles are also rushing Jenkinson's stogies for all they are worth.

Business is brisk with Seidenberg's Lillian Russell, Amo, Ortiz & Co.'s La Democracia, and other brands too numerous to mention, at Lee Cahn's, which applies to both wholesale and retail lines.

Alvin S. Cahn, the up to date Fountain Square dealer, has put in a ticker, showing his appreciation of baseball patronage. Many of the "cranks" are regular customers of Mr. Cahn's, and they doubtless appreciate the favor accorded by installing the ticker and also posting bulletins on the outside of the store as to how the games are progressing in different cities.

John C. Davis' stock has been recruited by the addition of Jacob Stahl & Co.'s Brunswick cigar. At this store the usual good business is being done. The Harvey & Watts Co.'s patent nicotine absorbent pipe, illustrated in the April CIGAR STORE, is prominently shown and fast winning friends.

M. Silverthau & Co., the manufacturers at 336 E. 98th St., have a new brand of cigars on the market called Mabel Gillman, named in honor of the young lady of that name, a leading light in the play "In Gay Paree." It is in keeping with the usual high class products of the Silverthau factory, and is being eagerly taken hold of by retailers.

Cazenova, N. Y., has a new retail establishment. It is run by L. A. Smith.

THE CIGAR STORE is \$1 a year.

(Continued from Page 54.)

John W. Merriam & Co.'s new factory at 135-137 Maiden Lane, corner of Water St., is in full running order, prepared to turn out clear Havana cigars second to none. They have an ample stock of fine quality Havana tobacco of desirable color, and will continue to cater to the select and finest retail trade, same as the senior member has been accustomed to for the past 18 years. They are making about 30 sizes in clear Havana goods ranging in price from \$55 to \$250. Four floors are occupied as a factory, and there is good light and ample facilities in



every respect. The Baron DeKalb brand, their leader, an illustration of the label of which is shown on this page, is handled by retailers as far West as Montana, and is rapidly going towards the Golden Gate. Mr. John W. Merriam is now in Chicago calling on their customers, picking up orders, and advertising the Baron DeKalb.

Much anxiety is felt by manufacturers whose goods are in competition with the popular brands of the Surbrug Co., in view of Neil McCoull purchasing an interest in that prosperous business. Mr. McCoull is known far and wide as a hustler; it was he who went with Allen & Ginter, of Richmond, Va. when that firm was in its infancy, and opened up the Western and foreign trade for them, continuing in the employ of the American Tobacco Co. after the Allen & Ginter plant was purchased. His objective point was India, and his trips extended through China, Japan and other countries, where now the American Tobacco Co. are doing a

thriving business, the foundation of which was laid by Mr. McCoull. His experience dates back to the beginning of fine smoking in this country, and his training and education has been along the lines of the finest tobaccos that money and skill could produce. His aim has always been to cater to the class of trade who are willing to pay for the best that money can purchase, and in forming an association with the Surbrug Co. he is keeping in his trodden path in supplying the wants of the silks and satins of the consuming element. He will in future devote his entire time and attention to the Golden Sceptre business, and with such men as he and John W. Surbrug steering the ship, the Surbrug Co. is better able than ever before to push for the fine trade. Mr. Surbrug, like McCoull, is an experienced globe trotter, and while one is on the road the other will remain in the office and look after business at this end of the line, one of them being at New York headquarters all the time. Mr. McCoull is now on a trip West, which will extend to the Coast, and he is meeting with much success along his route, a fact characteristic of Neil McCoull.

The Surbrug Co. is now manufacturing high class Turkish and Egyptian cigarettes, the two brands brought out at first being Milo and Egyptian Arabs, the latter placed with dealers in certain localities only—where the finest is none too good, it being the highest priced and likewise highest grade of American made Egyptian cigarettes. Special attention is given to the packing of these cigarettes, as has been done with all the packings of the Surbrug Co.'s smokings. They have already secured the Egyptian cigarette manufacturing firm of Boultee & Contopoulo, of 22 Beaver St., and the Idols, Delights and Ariston brands made by the company they purchase, which will be pushed in conjunction with Milo and the Arabs.

THE CIGAR STORE is \$1 a year.
Read it; digest it thoroughly.

THE CIGAR STORE.

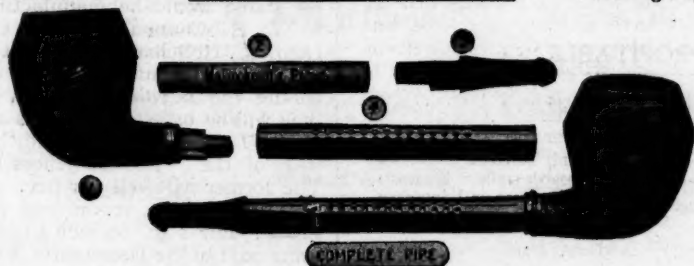
The Pipe of the Century

If you have never indulged in the luxury of a

Nicotine
Absorbent and

"Mallinckrodt Patent"

Ventilated
Smoking Pipe



You have certainly missed one of the greatest enjoyments of your life. As the oldest manufacturers of Smoking Pipes in the United States, having during the past forty years made every description in use within that time, we confidently assert, that for *perfect cleanliness, beauty and simplicity of design, as well as comparative cheapness*, no Pipe ever invented has received such *unbounded approval* as the "Mallinckrodt," and we unhesitatingly endorse and guarantee its merits in every particular. In 1898 alone we sold over 100,000, and the demand has only just commenced. There is big money in them; many dealers make them a specialty and are reaping a harvest of trade in their respective localities. Although a patented article, yet for a genuine *French Briar Pipe* they cost but a trifle more than the ordinary every day pipe, and, when once used, smokers will never be satisfied with anything else.

Send for illustrated circular C. S. and price list with numerous unsolicited testimonials of endorsement.

HARVEY & WATTS CO., Sole Manufacturers,

275 CANAL ST., NEW YORK.

Station E, Philadelphia.

Perfecto Electric

CIGAR LIGHTER
AND CUTTER...

YOU DON'T HAVE TO WIND IT UP.
YOU DON'T HAVE
TO "SET IT UP."
IT WILL NOT PLAY OUT.
NO BATTERIES.

Works the Best of Anything Ever
Used on a Cigar Stand.

Not in Competition with Other Lighters Except
that Prices are Lower.

We have a dozen ways of
Putting on Advertising.

Embossing it on the Leather in Gold or Silver
Leaf makes a fine display.

Write us for Samples and Quotations
on Quantities.

The Abbott Electric & Mfg. Co.

74 Frankfort Street,
CLEVELAND, O.



Finished in Red, Blue, Green or Black
Leather or Quarter Sawn Oak.

IT IS HANDSOME.

Cigar Stores should ask their jobbers for one or write us as to where they can get one.

Please mention THE CIGAR STORE in answering advertisements.

PROFITABLE


SIDE LINE

for Cigar and Tobacco Salesman calling on retail trade. Magnificent proposition that will increase your income largely.

Address,

"REFERENCES,"

Care The Cigar Store,
50 Times Bldg., N. Y.



Always All Write

Waterman's

Ideal

Fountain Pen

A pocket pen and ink bottle combined, always ready for immediate use.
To many it is merely a **convenience**, some find it an absolute **necessity**, and to all it is a pleasure to have a perfect pen. A pen which is not suited to user's needs may be exchanged.
They are made in a large variety of styles, sizes, and at prices to meet every requirement. For sale by all dealers.

L. E. Waterman Co.

Largest Fountain Pen
Manufacturers in the
World.

**155 and 157 Broadway,
New York, N. Y.**

"Ways and Means" Cigars.

In the April issue of THE CIGAR STORE appeared an article on the "Thomas Jefferson" cigar, which we stated would be manufactured by T. H. Cannon & Co., of Chicago. C. H. Schaeffer & Co., of Chicago, will manufacture and distribute the Democratic cigars, but they will be called the "Ways and Means" and "Defense Fund," instead of the "Thomas Jefferson." The former will sell for 10c. and the latter for 5c., 1c. on each 10c. smoke, and 1 3c. on each 5-center being paid to the Democratic Ways and Means Committee as royalty. To be sold to the trade at \$60 and \$33 respectively. The brands are both union-made, and the quality guaranteed.

Schaeffer & Co are just placing the goods, and so far they have caught on in good shape, keeping the factory busy supplying orders throughout the West, where the principal work is being done. They expect to be represented in New York soon.

The arrangements for paying the royalty to the Ways and Means Committee have been carefully guarded, and each customer has the assurance that the Democratic party has received the bonus tendered by the manufacturers, according to a letter signed by S. B. Cook, general manager of the Ways and Means Committee, and sent to all good Democrats. Mr Cook expects to realize a handsome sum for the great struggle of 1900.

L. Kahner & Co, 202 East 100th St., makers of the Wedding Bouquet cigar, which is their leader in 10c. goods, made in 12 sizes and favorably known for 15 years, are doing an exceedingly large business, being behind in orders over 1,000,000 cigars, a fact substantiated by their books. Their goods are a favorite on the Pacific Coast, as well as the Central States.

Retailers! keep posted on matters that concern you directly. THE CIGAR STORE is \$1 a year.

Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE.

NEW YORK THEATRES.

Attractions to appear during the month of May, 1899.

Academy of Music. DENMAN THOMPSON IN 'THE OLD HOMESTEAD.	American. "We-Uns of Tennessee."	Bijou. The Purple Lady.
Broadway. Shenandoah.	Casino. Erminie.	Columbus. Black Patti's Troubadors.
Daly's. The Great Ruby.	Empire. Maud Adams AND Jas. K. Hackett.	Fifth Ave. DeWolf Hopper and New Cast.
Garden. CLOSED.	Garrick. Mrs. Leslie Carter in ZIZA.	Grand Opera House. Uncle Tom's Cabin.
Harlem Opera House. The Runaway Girl.	Harlem Music Hall. Vaudeville and Burlesque.	Herald Square. An Arabian Girl and 40 Thieves.
Koster & Bial's. High-Class Foreign Vaudeville.	Keith's. Continuous Vaudeville.	Knickerbocker. Julia Marlow in Collette.
Lyceum. His Excellency The Governor.	Manhattan. A Female Drummer.	Madison Square. Because She Loved Him So.
Murray Hill. Henry V. Donnelly's Stock Co. IN REPERTOIRE.	Palace & Proctor's TWENTY-THIRD ST. Continuous Vaudeville.	Star The White Heather
Victoria. ROGERS BR0S. IN A REIGN OF ERROR.	Wallack's. The Cuckoo.	Weber & Field's. Vaudeville and Burlesque.
14th Street. Mother Goose.	New York. The Man in the Moon	Dewey. Vaudeville and Burlesque.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly. We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

CONSOLIDATED TYPEWRITER EXCHANGE.
245 BROADWAY, NEW YORK CITY.
Telephone, 1889 Cortlandt.

IF YOU WANT MONEY,
GO WHERE MONEY IS!

THERE IS PLENTY IN THE
RICH NEW ENGLAND FIELD.
WAGES ARE GOING UP DAILY,
BUSINESS IS BOOMING.
TOBACCO TRADES COVERS THIS FIELD,
AND COVERS IT THOROUGHLY.
IT WILL PUT YOU IN TOUCH
WITH THOUSANDS OF RETAILERS.
ADVERTISING RATES ARE LOW,
SERVICE IS THE BEST.

THE TOBACCO TRADES,
21 VINE STREET, BOSTON.


Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE.



"It's all in the Lens"

Our Lenses are Famous.



Use the KORONA CAMERAS

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.

**Gundlach Optical Co.
Rochester, N. Y.**

Brooklyn Retailers.

In the city of trolleys business is on the increase, and the stores in the business sections are scenes of activity from morn to night. The brisk demand for popular and well-known goods is keeping up. Private brands are likewise enjoying popularity, and trade across the bridge is humming.

Alfred Wernicke, 583 Fulton St., is getting his share of trade along this busy thoroughfare, and is doing an excellent business with his Havana cigars, of which he carries a choice assortment. His line of cigarettes and smokers' articles is also very complete, and from this branch receipts are also growing larger.

David Sherek, 617 Fulton St., is another busy retailer, also wholesaler and manufacturer, being the proprietor of the Montauk cigar factory. He has just brought out two new cigars, which he has named David's Goliath and Orpheum respectively. The former is a nickel smoke and the latter higher-priced. To say these goods are being pushed is putting it mildly, and it is a successful push, smokers quickly recognizing their superiority.

Isidor Hassberg, 73 Myrtle Ave., near Jay St., whose motto is "Everything for the smokers," when it comes to doing a good business will be found in the front ranks. Besides doing an excellent business in cigars and tobacco, he also handles cut rate theatre tickets.

H. C. Beerman, of Atlanta, Ga., cut prices on tobacco, and is now suing the Wholesale Merchants' Association of that city for damages. The A. T. Co., R. J. Reynolds, P. H. Hanes and others were notified by the association that Beerman was selling their goods below the scale of prices, and as a consequence when his stock was exhausted he could not have a duplicate order filled. Now he wants damages.

Don't you want all the retail news? THE CIGAR STORE is only \$1 a year.

Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE.

Strictly Havana Filler

La Cubina

High Grade Nickel Cigar

\$35⁰⁰ per 1,000

SAMPLES ON APPLICATION, GRATIS

JOSEPH KRAUS CO.

Mfrs. of Fine Cigars,

2d Ave. and 84th St.,

NEW YORK.

Perfection at Last...

A NICOTINE CATCHER

That has none of the objections usually in found this class of pipes

The Most Simple and Practical Device Ever Produced for this Purpose and Insures a Clean, Dry and Healthful Smoke. Nothing to Throw Away and Renew.



The Attachment is Indestructible; ALWAYS IN ORDER. No Experiment.

The attachment is made of bone, no metal, and remains in the pipe while you smoke. The head sprays the smoke, and in doing so cools it, so it does not irritate or burn the end of the tongue.

NO NICOTINE CAN ENTER THE SYSTEM. SATISFACTION GUARANTEED.

To clean, simply remove the attachment and wipe it off

Manufactured at present in three styles. Retail Prices, complete with attachment.

Solid Hard Rubber, Vulcanized Bit and Sweet French Briar Bowl, \$.50

Genuine Amber, \$2, in Case 2.75

Genuine Meerschaum, in Case 6.00

203 Pipes Sold in One Day in Ton When First Introduced.

SPECIAL TERMS TO DEALERS.

W. O. BLASE

Inventor and Manufacturer

Knickerbocker Bldg., Room 14,

Cor. Fifth Ave. and Fourteenth Street. NEW YORK CITY.

Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE.

Incorporated Under the Laws of California, February, A. D. 1894.

International Homestead Company

OF CALIFORNIA.

Lands For Sale in "RIVERSIDE," "ONTARIO," and
other California Colonies.

BLYTHE ESTATE LANDS IN RIVERSIDE
COUNTY, CALIFORNIA.

50,000 Acres

Fronting Fifteen Miles on the Colorado River. This Property is
reached from the East, via the

Santa Fe Railway,

and from "THE NEEDLES," CALIFORNIA, by Steamers ply-
ing between "THE NEEDLES" and "YUMA," ARIZONA.



The great railroad system, known as "The Santa Fe" in the West and "The Atch-
son" in the East, extends from Chicago, Kansas City, and Denver direct to California,
and its complete system of Pullman Sleeping Cars and fast trains from all of these
cities and St. Louis, makes the journey to California simple and comfortable at the very
least, if not positively enjoyable. The service at the Dining Rooms along the Santa Fe
is admittedly superior to that of any other transcontinental line, and the California
Limited is equipped with handsome Buffet and Dining Cars.

The Blythe Tract is irrigated by ditches, which get their supply of water from
the Colorado River—pure mountain water. The soil is first-class—just the same as
our colonies spoken of above, and will produce any citrus fruits, deciduous fruits,
grapes, and any kind of vegetables, grain, grasses, etc., etc., as is produced in any
part of California.

We are subdividing this property into 10, 20 and 40 acre tracts.

We shall lay out a town site on the river of 800 lots, each one acre, four of them
in a block.

Around the North, South and West side of the town we will lay out one row of
five acre residence lots. The East side will front the Colorado River.

The prices of the 20 and 40 acre tracts will be \$15 to \$20 per acre.

The town lots about \$50 each, and the five acre residence lots will be sold at ab ut
\$125 each.

These prices are made for the benefit of the first year's settlers. Of course,
prices will advance as the place is populated.

Many settlers will buy two to four of our town lots for a residence, in addition to
a 10, 20 or 40 acre tract for oranges, lemons, grapes, other fruits, etc., etc.

The nights are cool and delightful, no matter how hot the day has been, insuring
refreshing sleep. Stock is also free from diseases, and the finest of all kinds can be
raised here on the natural pasture. Water is good and abundant both for domestic
and stock use. Average temperature, 60 degrees to 80 degrees.

Settlers can work on their farms almost every day in the year.

If you decide to come, we want you satisfied, and will try to make you so; we
have no use for dissatisfied parties in our community. We want men that till the
soil and combine farming with stock raising or fruit growing or any producing busi-
ness, and all who put their shoulder to the wheel can be certain to succeed.

There is a land of great possibilities, and no other section of this green earth pre-
sents greater advantages. This is the sum of the matter; if you are willing to work
you are bound to succeed; come and make your home amongst us.

New York Office,

1014 Empire Building, 71 Broadway.

Please mention THE CIGAR STORE in answering advertisements.

Principe Alfonso

ALL
HAVANA



25c. PER
BUNDLE

THEY SELL FREELY TO BEST CLASS OF TRADE

S. OTTENBERG & BROS., Makers,
New York and Tampa.

Nicotine Made Harmless...



HEALTH CIGARS

Are Made of the
Finest Imported and
o estic Tobacco

which has first been treated with a
solution discovered by Prof. HUGO
GEROLD, of the University of Halle,
Germany, accredited with being the
greatest authority in Europe on nic-
otine poisoning. In these cigars the

NICOTINE IS
RENDERED HARMLESS
BY BEING NEUTRALIZED,

but is not removed, and therefore
the Flavor or Aroma is not Affected.

RECOMMENDED BY
PHYSICIANS EVERYWHERE
IMMENSE SALES EVERYWHERE.

52 Million Health Cigars smoked in Europe last year and consumed by all classes from
the peasant to the

CZAR OF RUSSIA

who smokes them exclusively under command of the Imperial Physician.

CIGAR DEALERS EVERYWHERE

are invited to correspond with us,
in reference to agencies.

Telephone,
3592-38th Street.

THE HEALTH TOBACCO CO., Fifth Ave. and 42d St., New York.

3000 GUMMED LABELS

with your name, business, address, etc., neatly printed on them, for \$2.00, with a year's subscription to . . .

The Cigar Store

These labels can be used in a thousand ways in advertising your business, and are just what you want to stick on boxes of cigars, packages of tobacco, cigarettes, etc.

Send us your business card, with money or express order for \$2.00, and we will make up the labels and send them to you by prepaid mail.

THE CIGAR STORE,
50 Times Building, New York.
Telephone, 3707 Cortlandt.



COMFORT
secured by using the
Improved Washburne Patent Fasteners
applied to
BACHELORS' BUTTONS
PENCIL HOLDERS
EYE-GLASS HOLDERS
Sample of any of the above sent postpaid for 10 cents.
NOSE SUPPORTERS
CUFF HOLDERS
DRAWERS SUPPORTERS
Pair of any of these for 20 cents postpaid.
KEY CHAINS
Sample sent for 25 cents.
These little articles are simple, with nothing about them to break or get out of order. Hold with a bull-dog tenacity, but don't tear the fabric.
Their utility makes them an absolute necessity.
FREE! Handsomely illustrated booklet sent on request.
AMERICAN RING CO.
"Box 66,"
Waterbury, Conn.

Finest Clear Havana Cigar Made

MADE
IN
42
SIZES



PRICES
FROM
\$50
TO
\$180

A. E. FARMER & Co..

SOLE DISTRIBUTORS.

Telephone, 2132 Spring.

699 BROADWAY, NEW YORK.